Pre-seed · 2026

u10

Beauty, all under $10.

Building the largest destination for affordable beauty discovery and shopping.

Makaela Council, Founder

THE PROBLEM

Great beauty is gated by price — and affordable beauty is scattered and low quality.

Price barrier

Prestige retailers anchor discovery around high, unaffordable price points.

Fragmented shelves

Under-$10 products are buried across drugstores, dollar stores and marketplaces.

No trusted curation

Shoppers can't easily tell which cheap products are actually good.

One destination. Every product $10 or less.

- Curated multi-brand marketplace
- Established and emerging indie brands
- Discovery-first shopping experience
- Quality, without the price tag

POSITIONING

The affordability of Five Below × the quality of Sephora.

Dollar Tree
Accessibility

+

Ulta Beauty
Discovery

+

Five Below
Inviting atmosphere

=

u10

WHO WE SERVE

Gen Z and younger millennials who love beauty — on a budget.

Price-conscious

Value every dollar, still want to experiment.

Discovery-driven

Find products through social, trends and creators.

Inclusive by default

Expect range across skin types, tones and needs.

MARKET OPPORTUNITY

A massive category with no affordable-first destination.

TAM

$133.05 Billion

US beauty & personal care

SAM

·$30 Billion

Mass & value beauty online

SOM

$30 Million

Gen Z / millennial value shoppers

BUSINESS MODEL

Three layers of revenue.

01

Marketplace

Margin on curated third-party and indie brands.

02

Private label

High profit margins on u10 products, informed by sales data.

03

Retail

Physical stores that turn discovery into a destination.

WHY IT'S A TECH COMPANY

Infrastructure for affordable beauty discovery.

Curation engine

Quality signals that surface the best products under $10.

Personalized discovery

Recommendations by skin type, routine and trend.

Brand platform

A launchpad for emerging brands to reach value shoppers.

Demand data

Insights that de-risk private label and store locations.

GO-TO-MARKET

E-commerce first. Then retail.

NOW

MVP

Launch curated online store; social-first acquisition.

NEXT

Scale

Expand catalog and brand partnerships; work with influencers to create UGC content based around u10

THEN

Own it

Introduce u10 private-label lines, launch pop up events and campus engagement activities

FUTURE

Retail

Flagship stores for in-person discovery — expanding to brick and mortar, airport, late-night drive-thru and mall stores.

THE ASK

Raising $500k pre-seed.

Build

MVP platform & curation

50% of funds (250k)

Source

Brand partnerships & catalog

30% of funds (150k)

Grow

Launch & community

20% of funds (100k)

u10

Beauty for everyone. Under $10.

Makaela Council · Founder · makaelacouncil17@gmail.com